

M'ARTHUR BROTHERS WIN CLASS 'D' PACKARD SALESMANSHIP RACE

A. R. Dearborn of McArthur Brothers is a happy man.

Yesterday the following telegram was received from the Packard Motor Car company:

"Final returns sweepstakes sales show Phoenix 466 per cent or 200 per cent ahead of nearest competitor. You win Sweepstakes. Please accept and extend to all of your organization our sincere congratulations on splendid victory and great sales record made."

The telegram means that McArthur Brothers win the race in Division "D" for the greatest number of Packard sales and that A. R. Dearborn is "master salesman," having sold the most cars of any individual salesman in McArthur Brothers organization. McArthur Brothers will be awarded a handsome Grandfather clock valued at \$300, which will adorn the new sales room, and also a "Kale Shop" silver salad set valued at \$200, while Mr. Dearborn wins a big chest of silver and a trip to the Packard factory this month, at

which time all the "master salesmen" of the United States will be entertained by the Packard Lincoln Highway Sweepstakes Race has been productive of big results," said Warren McArthur, "and the fact that we were able to sell 466 per cent of the Packards allotted to us shows the general prosperous condition of the state, for people do not buy 'Twin Six' Packards, unless in good financial condition. Our record made in the Packard Sweepstakes race has caused those in the east to open their eyes, many have been of the opinion that Arizona was nothing but a land of mesquite and Gila monsters, but such a distribution of Packards has disproved the idea."

"We feel mighty good over winning this contest," continued Mr. McArthur, "for not only has it been a great thing for us, but a boost for all of Arizona as well as much national publicity will be given us by the Packard Motor Car company."

He was a resident of Lansing, engaged in merchandising and later became interested in mines.

In the meantime Mr. Olds was laboriously working out the problem of the automobile, while making gasoline engines at Lansing. Smith was quick to see the mechanical merits of Olds' invention. The Oldsmobile company was organized in 1899 with Smith as president and financial sponsor and Olds as general manager. Smith's sons, F. L. Smith and Angus Smith were actively associated with the enterprise, and continued so until it became a unit of the General Motors company. Plants were established at Detroit and at Lansing, although the business was centered at Lansing some years later.

At a time when all the world regarded the automobiles the rich man's plaything and as a passing fad, Smith and Olds and associates saw clearly the wonderful feature in store for it, and their convictions by money and effort on a gigantic scale, and plunged into an extensive manufacturing program. In 1901, almost the first year of their manufacturing existence, they built 1400 of the curved dash Oldsmobile runabout so familiar to every pioneer motorist. In 1902 they increased to

2,700,000 DEPENDING ON MOTOR INDUSTRY

The term "pleasure car," coined with the phenomenal growth and profits of the Ford Motor Co., has created in the mind of the American public, and their representatives at Washington, the fetish that the makers of automobiles are all rolling in wealth. In the recent anti-tax agitation before congress the National Automobile Chamber of Commerce submitted some statistics, which proves that "all that glitters is not gold."

One outstanding feature of the compilation is that the twelve largest factories built 80 per cent of all the cars turned out last year. The table follows:

Automobile and motor truck plants.....	450
Body, parts and accessory plants.....	325
Automobile and truck dealers.....	23,924
Garages.....	23,368
Automobile machine shops.....	12,151
Exclusive automobile supply houses.....	2,500
Total establishments dependent on the industry.....	66,413
Wage earners employed in the industry.....	915,000
Total dependents upon the industry.....	2,700,000
Passenger cars manufactured in 1916.....	1,492,000
Commercial vehicles manufactured in 1916.....	50,576
Average wholesale value of passenger cars produced in 1916.....	\$575
Motor vehicles registered in U. S. on Dec. 1, 1916.....	3,241,728
Estimated commercial cars in use.....	300,000
Estimated percentage of cars owned by farmers.....	40
Proportion of cars in Iowa to population.....	1 to 13
Proportion of cars in Nebraska to population.....	1 to 13
Proportion of cars in New York to population.....	1 to 37
Increase in registration in Oklahoma in 1916, over 1915.....	109%
Increase in registration in Nevada last year.....	111%
Increase in registration in Georgia last year.....	96%
Increase in registration in North Carolina.....	65%
Increase in registration in New York state.....	44%
Increase in registration in Connecticut.....	25%
Increase in registration in Illinois.....	28%
Total registration and other state fees paid by motor vehicle owners in 1916.....	\$28,889,167
Percentage of cars produced in 1916 by 12 largest companies.....	80%
Percentage of cars produced by 428 companies.....	20%
Passenger cars exported in 1916.....	61,941
Motor trucks exported in 1916.....	13,302
Value of 1916 exports.....	\$36,592,861
Motor vehicle companies that failed or went out of the business in last five years.....	718
Companies that failed since October 1, 1914.....	123
Average percentage of profit made by automobile manufacturers last year.....	12%
Ratio of 5% tax to average profit of most prosperous companies.....	5-12ths or 41.6%
Percentage of advertising appropriation to total sales in automobile trade.....	2%
Increase in cost of labor during last two years.....	25%
Increase in costs of material in last two years.....	50 to 100%
States in which automobile plants are located.....	42
Number of different parts bought by motor car makers.....	140
Ton-mile service rendered by 500,000 motor trucks in 1916.....	4,500,000,000
Value of motor truck service in 1916 at railroad rate of 7-10ths of a cent per ton mile.....	\$31,500,000
Value of motor truck service at average rate of 20 cents per ton-mile for road haulage.....	\$900,000,000

2500 which is a creditable production for many factories today.

These first Oldsmobiles found ready market all over the world and became the property of crowned heads of Europe and prominent and prosperous people of cities and towns of our own foreign countries. The Queen of Italy, and Sir Thomas Lipton and many other notable made their initial motor investments in curved dash Oldsmobiles. And so well were these machines built that many of them are in constant use throughout the length and breadth of the land today.

Not only was Mr. Smith's plant the home of the first automobile to achieve quantity production but it was a veritable college for automobile enterprise. A list of the notable who graduated from the Oldsmobile works to form companies of their own would read like a roll call of the captains of the industry. Henry Ford had not commenced to build cars commercially. Dodge Brothers got their start executing an order for 2000 Oldsmobile transmissions in their little machine shop, and Henry M. Leland established the Cadillac company with the profits of an order for 2000 motors for Oldsmobiles.

Mr. Smith was married in Lansing to Miss Seager. He is survived by the widow and two sons and two daughters, all of whom reside in Detroit.

FAMOUS YACHT NOW IN SERVICE OF U. S.

Detroit's conception of what war means has been considerably broadened by the departure of the luxurious steam yacht "Nokomis," owned by H. E. Dodge, motor car manufacturer, "for duty on the high seas in the service of the United States navy." Hereafter the "Nokomis" has been looked upon—and was a pleasure palace afloat. Now she becomes an instrument of war—and the public mind begins to grasp the significance of the transformation.

The "Nokomis" considered one of the finest yachts afloat, was offered to the government shortly after America's declaration of war. Less than two weeks ago Mr. Dodge was notified of her acceptance and preparations for the more serious business of fighting, as compared with the delights of smooth sailing on the lakes, began immediately. On May 16, she cleared from her coaling dock in Detroit, bound for the St. Lawrence river, the gulf and New York. At the latter port she will be formally taken over by the government, although a naval officer was nominally in command from the moment she left Detroit. Exact plans for the future of the "Nokomis" are withheld by the government, but it is known that her name will be changed and that she will soon appear in full naval attire.

The departure of the vessel was signified by a farewell reception given aboard her by Mr. Dodge for a few friends who had been his guests on frequent cruises.

The "Nokomis" is a 285-ton yacht of steel construction, 150 feet over all and with an extreme breadth of 23.7 feet. She is equipped with triple expansion four-cylinder engines and is easily capable of 18 knots per hour. She was built by the Robins drydock, South Brooklyn, New York, and launched in December, 1913. Since June 4, 1914, when she made her first trial run, she had cruised 25,000 miles, which is said to be the yachting record for the great lakes during a period of this length. The value of the "Nokomis" is approximately \$250,000.

Yesterday's meeting of the Rotary club was an important one for that organization. It was the occasion of the annual visit of Homer Sumpton, the Rotary Governor for this, the thirtieth district. The district governor is secretary of the San Diego Chamber of Commerce. The theme of his talk before the Rotary club was entirely of Rotary ideals, aims and work. President Charles B. Christy and Secretary Melville P. Fickas.

Another very valuable speaker before the Rotary club was W. A. Barr, county agricultural agent, whose talk was intensely interesting. He referred to the definite outlines that are drawn for the investigation and the work of his department. He illustrated the great value of such work. In his talk he brought out the fact that there were 44,000 dairy cows in Salt River Valley. Associated with the dairy business is the work of two associations. The cow testing association, determining the value of each animal and indicating which should be discarded, and the breeding association. This breeding association work is exceedingly valuable in that it does co-operative work lessening to a fraction the ordinary cost the results of high class breeding. Having worked out the question of what each cow is doing is the study of better feeding methods to bring to the fullest capacity milk production. The Rotary club expressed a hope that at an early date Mr. Barr would be given an entire meeting in which to further inform the business men of Phoenix the great value of his bureau work.

Rossiter Michael, special representative of the San Francisco Federal Reserve bank gave a talk on the Liberty Bond issue of the United States government.

BLIND MAY READ BY EAR
A mechanism by which a blind person may read by ear has been invented by Dr. Pourrier d'Albe, a French scientist. It is called the optophone and is being tried out in English war hospitals. The printed article is inserted in the optophone which spells out the words by means of sound dots and dashes. The sounds are conveyed to the ear by a receiver. It is necessary for the reader to learn the optophone alphabet, which is an adaptation of the Morse alphabet. A speed of twenty-five words a minute is possible, according to the inventor.

FACTS ABOUT REGISTRATION
1—There is only one day for registration—June 5, 1917.
2—Every male resident of the United States, who has reached his 21st and has not reached his 31st birthday must

register on the day set, June 5, 1917.

3—The only exceptions are persons in the military or naval service of the United States which includes all officers and enlisted men of the regular army, the regular army reserve, the officers' reserve corps, the enlisted reserve corps, and national guard and national guard reserve, recognized by the militia bureau of the war department; the navy, the marine corps, the coast guard and the naval militia, the naval reserve forces; the marine corps reserve and the national volunteers, recognized by the navy department.

4—Registration is distinct from draft. No matter what just claim you have for exemption you must register. Registration is a public duty. For those not responsive to the sense of this duty, the penalty of imprisonment, not fine, is provided in the draft act.

5—Those who through sickness shall be unable to apply to the county or city clerk for a copy of the registration card. The clerk will give instructions as to how this card should be filled out. The card should then be mailed by the sick person, or delivered by his agent, to the registrar of his home district. The sick person will enclose a self-addressed, stamped envelope for the return to him of his registration certificate.

6—Any person who expects to be absent from his voting precinct on registration day should apply as soon as practicable for a registration card to the county clerk of the county where he may be stopping, or if he is in a city of over 30,000, to the city clerk. The clerk will record the answers on the card and turn it over to the absentee. The absentee should mail this card to the registrar of his home district so that it will reach that official by registration registration certificate.

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TRUCK TALK—No. 5

Radiator

**RADIATOR trouble is unknown
on GMC Trucks; the Radiator
does not leak unless broken by collision or
other serious accident. It cools the water
under all conditions of weather or altitude.**

We have used this radiator for years and it has given universal satisfaction in all parts of the world under all driving conditions.

We use the five-unit Radiator on all GMC solid tire trucks—it has many advantages.—

It does not depend upon solder for its strength—it is tightly bolted together.

It has fewer soldered joints than any other type.

It can be readily taken apart and cleaned.

If any part is damaged it can be replaced at reasonable cost.

The water circulates through straight tubes which will not clog. The radiating surface is of the continuous fin type and is the most efficient known.

The Radiator is mounted on a three-point suspension—at the bottom by two brackets firmly riveted to the chassis frame and at the top by an adjustable rod extending to the dash. The anchorage is positive—the radiator cannot be strained or damaged by rough roads.

It is without question the best truck radiator, and is a fair example of the thorough, practical construction of all GMC parts—an indication of what you may expect in service and durability from GMC Trucks every part of which is the equal of the Radiator.

Recently, for test purposes, a truck loaded to capacity was driven for miles through hardest pulling, in low gear. Every effort was made to boil the water in the radiator—we even disconnected the fan—but the radiator withstood the test and the water did not boil.

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